



Mount Zion village, IL (1751206)
 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Home Improvement (4B)	35.2%	Population	5,900	5,829
Salt of the Earth (6B)	25.7%	Households	2,261	2,246
Soccer Moms (4A)	22.6%	Families	1,698	1,677
Rustbelt Traditions (5D)	9.7%	Median Age	39.6	40.1
Green Acres (6A)	6.9%	Median Household Income	\$74,365	\$81,010
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,355.03	\$5,324,726
Men's		108	\$448.59	\$1,014,262
Women's		111	\$797.42	\$1,802,972
Children's		114	\$368.96	\$834,213
Footwear		107	\$512.25	\$1,158,192
Watches & Jewelry		113	\$156.10	\$352,948
Apparel Products and Services (1)		108	\$71.71	\$162,138
Computer				
Computers and Hardware for Home Use		110	\$182.69	\$413,067
Portable Memory		110	\$4.89	\$11,046
Computer Software		107	\$10.80	\$24,424
Computer Accessories		118	\$22.29	\$50,400
Entertainment & Recreation		113	\$3,707.09	\$8,381,741
Fees and Admissions		114	\$814.31	\$1,841,148
Membership Fees for Clubs (2)		112	\$263.78	\$596,415
Fees for Participant Sports, excl. Trips		121	\$129.29	\$292,325
Tickets to Theatre/Operas/Concerts		109	\$82.23	\$185,916
Tickets to Movies		110	\$60.34	\$136,431
Tickets to Parks or Museums		111	\$35.94	\$81,251
Admission to Sporting Events, excl. Trips		121	\$76.34	\$172,598
Fees for Recreational Lessons		116	\$165.66	\$374,552
Dating Services		105	\$0.73	\$1,659
TV/Video/Audio		112	\$1,368.53	\$3,094,237
Cable and Satellite Television Services		112	\$981.02	\$2,218,084
Televisions		111	\$120.39	\$272,209
Satellite Dishes		116	\$1.82	\$4,113
VCRs, Video Cameras, and DVD Players		117	\$6.74	\$15,246
Miscellaneous Video Equipment		124	\$31.63	\$71,507
Video Cassettes and DVDs		117	\$13.41	\$30,327
Video Game Hardware/Accessories		109	\$30.48	\$68,926
Video Game Software		107	\$16.32	\$36,899
Rental/Streaming/Downloaded Video		112	\$52.29	\$118,221
Installation of Televisions		117	\$1.34	\$3,024
Audio (3)		112	\$109.75	\$248,134
Rental and Repair of TV/Radio/Sound Equipment		106	\$3.34	\$7,547
Pets		113	\$748.73	\$1,692,877
Toys/Games/Crafts/Hobbies (4)		116	\$136.49	\$308,600
Recreational Vehicles and Fees (5)		113	\$180.52	\$408,156
Sports/Recreation/Exercise Equipment (6)		121	\$250.06	\$565,383
Photo Equipment and Supplies (7)		116	\$60.20	\$136,111
Reading (8)		113	\$120.11	\$271,573
Catered Affairs (9)		106	\$28.15	\$63,657
Food		111	\$9,839.33	\$22,246,734
Food at Home		111	\$5,734.15	\$12,964,915
Bakery and Cereal Products		111	\$755.16	\$1,707,406
Meats, Poultry, Fish, and Eggs		109	\$1,245.33	\$2,815,685
Dairy Products		111	\$596.42	\$1,348,513
Fruits and Vegetables		110	\$1,121.68	\$2,536,122
Snacks and Other Food at Home (10)		112	\$2,015.56	\$4,557,190
Food Away from Home		112	\$4,105.18	\$9,281,819
Alcoholic Beverages		111	\$639.83	\$1,446,665

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	118	\$25,220.73	\$57,024,082
Value of Retirement Plans	123	\$117,606.00	\$265,907,177
Value of Other Financial Assets	112	\$6,388.44	\$14,444,255
Vehicle Loan Amount excluding Interest	117	\$3,346.74	\$7,566,980
Value of Credit Card Debt	115	\$2,809.38	\$6,352,016
Health			
Nonprescription Drugs	115	\$165.49	\$374,168
Prescription Drugs	118	\$430.91	\$974,293
Eyeglasses and Contact Lenses	120	\$108.60	\$245,553
Home			
Mortgage Payment and Basics (11)	125	\$12,541.27	\$28,355,801
Maintenance and Remodeling Services	123	\$2,628.23	\$5,942,420
Maintenance and Remodeling Materials (12)	129	\$630.45	\$1,425,446
Utilities, Fuel, and Public Services	113	\$5,485.99	\$12,403,826
Household Furnishings and Equipment			
Household Textiles (13)	114	\$113.80	\$257,292
Furniture	114	\$702.39	\$1,588,103
Rugs	127	\$41.24	\$93,253
Major Appliances (14)	119	\$421.86	\$953,824
Housewares (15)	116	\$123.47	\$279,163
Small Appliances	108	\$52.60	\$118,929
Luggage	111	\$15.56	\$35,173
Telephones and Accessories	108	\$81.29	\$183,799
Household Operations			
Child Care	115	\$585.88	\$1,324,680
Lawn and Garden (16)	121	\$567.23	\$1,282,502
Moving/Storage/Freight Express	107	\$70.77	\$160,022
Housekeeping Supplies (17)	114	\$853.55	\$1,929,877
Insurance			
Owners and Renters Insurance	124	\$720.14	\$1,628,228
Vehicle Insurance	111	\$1,721.76	\$3,892,890
Life/Other Insurance	121	\$557.50	\$1,260,518
Health Insurance	117	\$4,578.51	\$10,352,002
Personal Care Products (18)	114	\$570.22	\$1,289,266
School Books and Supplies (19)	109	\$169.28	\$382,750
Smoking Products	105	\$424.92	\$960,741
Transportation			
Payments on Vehicles excluding Leases	118	\$2,989.68	\$6,759,661
Gasoline and Motor Oil	112	\$2,561.52	\$5,791,595
Vehicle Maintenance and Repairs	112	\$1,278.69	\$2,891,123
Travel			
Airline Fares	110	\$601.17	\$1,359,254
Lodging on Trips	116	\$718.51	\$1,624,562
Auto/Truck Rental on Trips	116	\$30.54	\$69,040
Food and Drink on Trips	114	\$616.55	\$1,394,019

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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